

SERFF Tracking Number: GEFA-125849603 State: Arkansas  
 Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number: 40511  
 Company Tracking Number: GENOOO8 10/08  
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A  
 Standard Plans  
 Product Name: Medicare Supplement  
 Project Name/Number: Lead Generation/GEN 0008

## Filing at a Glance

Company: Genworth Life and Annuity Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: GEFA-125849603 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 40511

Standard Plans

Sub-TOI: MS051.001 Plan A Co Tr Num: GENOOO8 10/08 State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Authors: Cindy Petty, Mary Ann Pyle Disposition Date: 11/07/2008

Pyle

Date Submitted: 10/08/2008 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: Lead Generation

Status of Filing in Domicile: Not Filed

Project Number: GEN 0008

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 11/07/2008

State Status Changed: 11/07/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Enclosed are proof copies of Medicare supplement lead generating advertising materials. This advertising material will be used as an invitation to inquire by individual agents of Genworth Life and Annuity Insurance Company. This advertising material will be sent to those individuals eligible for Medicare.

To the best of my knowledge and belief, this advertising material is in compliance with the statutes and regulations of

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your state and does not contain anything that has previously been objected to or disapproved by your Department

## Company and Contact

### Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com  
 101 Continental Way (615) 370-9044 [Phone]  
 Brentwood, TN 37207 (615) 373-0272[FAX]

### Filing Company Information

Genworth Life and Annuity Insurance Company CoCode: 65536 State of Domicile: Virginia  
 6620 W Broad Street Group Code: 350 Company Type: LifeHealth &  
 Annuity  
 Richmond, VA 23230 Group Name: State ID Number:  
 (804) 281-6600 ext. [Phone] FEIN Number: 54-0283385  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation:  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life and Annuity Insurance Company	\$50.00	10/08/2008	23055646

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TOI:	MS05I Individual Medicare Supplement - Standard Plans	Sub-TOI:	MS05I.001 Plan A
Product Name:	Medicare Supplement		
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## Correspondence Summary

## Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/07/2008	11/07/2008

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## Disposition

Disposition Date: 11/07/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

Item Type	Item Name	Item Status	Public Access
Form	lead post card	Filed	Yes
Form	lead post card	Filed	Yes

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## Form Schedule

Lead Form Number: GEN0008 10/08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GEN0008 10/08	Advertising lead post card		Initial			GEN0008.pdf
Filed	GEN0009 10/08	Advertising lead post card		Initial			GEN0009.pdf



Genworth®  
Financial



ARE YOU DECIDING BETWEEN  
MEDICARE SUPPLEMENT  
INSURANCE AND OTHER  
HEALTH INSURANCE PLANS?

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## ASK THESE QUESTIONS:

- ☐ Is the policy or plan *guaranteed renewable*?
- ☐ Does the policy or plan give you the *freedom to choose* the doctors you want to see?
- ☐ Does the policy or plan allow you to *go direct* to the physicians who you trust?
- ☐ Will your benefits stay the same year-after-year with *no surprises*?
- ☐ Is the policy a *standardized* plan so you don't have to re-evaluate each year?

☒ **Medicare Supplement insurance CAN answer YES to all!**  
**And, helps to fill the gaps in the coverage provided by the original Medicare program — such as deductibles and copayments.**

*For more information and to find out if you qualify, contact:*

Medicare Supplement insurance is underwritten by American Continental Insurance Company, Continental Life Insurance Company of Brentwood, Tennessee, Genworth Life and Annuity Insurance Company, and Genworth Life Insurance Company. Genworth Financial is not with or endorsed by the U.S. Government or the Federal Medicare Program. Not all companies available in all states.





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**A Medicare Supplement insurance policy helps to fill the gaps in the coverage provided by the original Medicare program – such as deductibles and copayments.**

## **ENJOY PEACE OF MIND WITH:**

- ***The freedom to choose your doctors*** – you control and choose the physicians who you trust for your care.
- ***Go direct to your doctors*** – you can go directly to the physicians you choose without pre-certifications or pre-approvals.
- ***Benefits that stay the same*** – no surprises or re-evaluations year-after-year...you always know what your benefits are with this standardized plan.
- ***12 month rate stability*** – our practice is to not increase premiums during the first 12 months of your policy.
- ***Guaranteed renewable*** – for the life of the policy, as long as the premiums are paid on time, with no worries of reduced benefits or cancelled coverage.
- ***30 days free look*** – return any policy for any reason within 30 days after receipt for a full refund of all premiums paid.

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## **Rate Information**

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